

# frontline

The Susan G. Komen Breast Cancer Foundation's National Newsletter Spring 1999



## The Susan G. Komen Breast Cancer Foundation Announces Final 1998 National Grants Recipients

The Susan G. Komen Breast Cancer Foundation, credited as the nation's leading catalyst in the fight against breast cancer, today announced 20 additional recipients of its 1998 national grants, bringing the total amount of grants awarded last year to more than \$17 million. The additional grants consist of five postdoctoral fellowships and 15 basic, clinical and translational research grants, totaling more than \$3.5 million. With the addition of these grant recipients, the Komen Foundation currently supports research at 72 institutions in 25 states and three countries.

*(continued on page 2)*

### inside

New Affiliates	2
1999 Affiliate Meeting	
New National Sponsors	3
Komen National Race for the Cure®	
AAWI	4
Biopsy Options	5
STAR Trial	6
2 <sup>nd</sup> World Conference	
Sprint/Samsung	
Hallmark – Cards for the Cure™!	7
BMW – The Ultimate Drive	
Rally for the Cure™!	8
Thank You Dr. Witkin	
Prune Your Risk	
LPGA Golf Clinics	
Memories, Milestones & Miracles	9
Ford Motor Credit	
Komen Websites	
New Board Members	10
Komen Foundation on Film	11
Lee National Denim Day	12

# breast cancer

educational

program

established in

# ITALY

Recently, the Susan G. Komen Foundation's Board of Directors voted to fund a grant to support an innovative breast cancer education and outreach program for central and southern Italy.

The Italian Education Project, developed by Dr. Riccardo Masetti, Assistant Professor of Surgery at the Catholic University of Rome, will include several components: a continuing education curriculum for general health care providers involved in the diagnosis and treatment of breast cancer; the creation of educational opportunities for young physicians interested in specializing in breast disease; programs to provide information and support for breast cancer survivors; and education and outreach among the general population in Italy.

The education project will be headquartered at the Catholic University in Rome, and will be developed by a multidisciplinary task force that will include breast health experts from four major Universities as well as from community hospitals and women's associations in the area.

For additional information about the project, please contact the Komen Foundation at 972.855.1600.

**National Grants**  
*(from front cover)*

As a pioneer in the funding of groundbreaking breast cancer research, the Komen Foundation is often the only source of funding for cutting-edge breast cancer research. In 1998 alone, the Komen Foundation funded 15 post-doctoral fellowships and 51 basic, clinical and translational research projects — more than ever before in a single year. In addition to these, the Komen Foundation also funded 13 population-specific outreach projects.

The Komen Foundation's National Grant Program is funded by 25 percent of all funds raised by Komen affiliates and Komen Race for the Cure® events across the country, as well as by private and corporate donations. In 1998, the funding of additional postdoctoral fellowships and research projects was made possible in large part by the Lee Corporation. The Third Annual Lee National Denim Day, which was held on Oct. 9, 1998, raised nearly \$6 million for the Komen Foundation.

In addition to the Komen National Grant Program, the Foundation's Affiliates — more than 100 nationwide — provide grants for non-duplicative, innovative breast health and breast cancer outreach projects in their communities. These unique programs address the specific needs of the medically underserved in these areas. Last year alone, Komen Affiliates provided funding for almost 500 such projects. 📌

**Newest Members of the Komen Affiliate Network**

The Komen Foundation is pleased to boast that two new Affiliates have joined our network! Now, 106 markets across the nation are fulfilling the Komen mission by raising funds and granting dollars toward needed local breast health treatment, education and screening programs.

The new Central Texas Affiliate will be servicing a six county area encompassing Waco, Temple, and Killeen, Texas. Interested volunteers and supporters can contact Susan Rosson at 254-697-2132 for more information on upcoming events.

The Foundation Board of Directors also approved our first Affiliate in the state of New Mexico. This new group of Komen volunteers will service the city of Albuquerque and its six county area. To get involved in Komen programs in the Albuquerque area, contact Kevin Kaplan at 505-880-1414. 📌

**1999 KOMEN AFFILIATES' MEETING**  
**Reaching for the Cure® ...**  
**THE NEXT STEP**

The weekend of February 5-7, the Komen Foundation held its annual Affiliate Meeting in Dallas, Texas. This year's theme, Reaching for the Cure...THE NEXT STEP, focused on current efforts to find a cure for breast cancer and providing direction for future steps.

Highlights of the 1999 Affiliate Meeting included the debut of Komen's short film, "For the Cure," presentations from Komen Race for the Cure® Series Sponsors, Corporate Partners, and leading experts in the fields of clinical trials, breast magnetic resonance imaging (MRI), minority outreach projects and complementary therapies. In addition to this, the Komen Foundation introduced PROJECT CRAFT (Clinical Research — Affiliates Funding Trials) — a new national initiative to involve Komen Affiliates in funding clinical trials in their communities for the year 2000.

Probably the weekend's most memorable event was Friday night's program, "An Evening with Nancy Brinker." The Komen Foundation's founding chair, Nancy Brinker, joined our Affiliates for an intimate evening to share and remember the Komen story.

Everyone who attended this year's Affiliate Meeting had a wonderful time and returned home with a sense of accomplishment, a renewed passion for the Komen mission, and a unified vision for the future. 📌



**New National Sponsors for the Komen Race for the Cure®**

The Komen Foundation is pleased to announce the addition of Johnson & Johnson and the National Football League as National Sponsors to the Komen Race for the Cure® Series.

As a company dedicated to women's health for more than a century, Johnson & Johnson proudly announces its commitment to breast health as a National Sponsor of the Komen Race for the Cure® Series. In support of the Race series, Johnson & Johnson will encourage the public to participate in local Race events via an aggressive advertising, public relations and promotional campaign, including a national Sunday newspaper insert reaching 44 million people.

The National Football League brings a revered profile to the

Race Series as the nation's most popular sport strengthened by a rich history of commitment to serving communities. Throughout its 25-year relationship with the United Way, NFL players and teams have promoted health and human service issues, including breast cancer education and awareness. The NFL looks to expand its efforts in 1999 through player and team involvement as well as enhancing marketing and grassroots support. Planned programs include player appearances in NFL sites in addition to in-season banner advertising and a link to the Komen Race for the

Cure® website (www.race-forthe-cure.com) on NFL.com, one of the Internet's most popular websites. Information on the Komen Race for the Cure® will be placed on NFL for Her products, while Super Bowl tickets and autographed items will be used to benefit the Komen Foundation. Information will also be distributed at popular Football 101 Workshops for Women and other NFL events nationwide. 📌

Johnson & Johnson



The NFL announced their new partnership with Komen Race for the Cure® at the XXXIII Super Bowl. From left: Hardy Nickerson, All-Pro Linebacker Tampa Bay Buccaneers; Nancy Brinker; Sara Levinson, President, NFL Properties; and Mr. & Mrs. Jerry Jones.



Ellie Goodman, Nancy Brinker and Stephanie Komen.

**10th Anniversary! Komen National Race for the Cure®**

The 10th anniversary of the Susan G. Komen Breast Cancer Foundation National Race for the Cure® will take place on Saturday, June 5, 1999, in Washington, D.C. The goal of the Komen National Race for the Cure® is to emphasize the importance of saving lives through education. The 10th Anniversary Race is expected to surpass last year's record-breaking 52,000 participants and is focused on celebrating breast cancer survivors.

The Race will begin with the Ten-Star Salute to Survivors — a sunrise breakfast in an area on the Washington Monument grounds that is specially designated for survivors and their friends and family. They will be saluted by Vice President Al Gore and Tipper Gore, Members of Congress and the Administration, Komen National Race for the Cure® Sponsors and diplomats from all over the world.

Following the pre-race celebration, survivors will rejoin their family members and participate in the world's largest 5K footrace through the streets of Washington, D.C. As with each city's Komen Race for the Cure®, a majority of the funds raised will be used to fund local education, screening and treatment programs in their community. A minimum of 25% goes to the Susan G. Komen Breast Cancer Foundation to fund national research programs.

For more information on the 1999 Komen National Race for the Cure®, visit the National Race Web site at [www.natl-race-for-the-cure.org](http://www.natl-race-for-the-cure.org) or call (703) 848-8884. 📌

The money raised in the 1998 National Race for the Cure® was donated to twenty-four Washington, D.C.-area hospitals, research centers, breast health organizations and the Susan G. Komen Breast Cancer Foundation. The funds, totaling over \$1.8 million, help fund breast cancer education, research, screening and treatment programs.

The grants will provide vital funding for an array of breast health programs that serve a diverse cross-section of the Washington community, including suburban Maryland and Virginia. The hospitals, research centers and breast health organizations have earmarked Race dollars for programs that include free screening mammograms for the uninsured, support programs for medically underserved African-American women diagnosed with breast cancer and one-of-a-kind breast cancer education, screening and treatment programs for Latina women.

## The Komen Foundation Launches Landmark African American Women's Initiative

While researchers have made great strides in the diagnosis and treatment of breast cancer, and a growing number of women are surviving the disease, African Americans continue to have the highest breast cancer mortality rates of any ethnic group. During February, National Black History Month, the Susan G. Komen Breast Cancer Foundation launched a landmark effort to create a national standard for African American breast health education, the African American Women's Initiative (AAWI).

"In the African American community, breast cancer is a disease that is often viewed as a silent death sentence," said Harold P. Freeman, M.D., director of the Department of Surgery at Harlem Hospital Center, New York, and former president of the American Cancer Society. "Death, not treatment options and survival chances, is often the most overriding thought, even though early detection is helping more and more women win the battle against breast cancer."

The AAWI is represented by a national advisory committee made up of recognized leaders in the medical, research, education and community arenas of breast health. The mission of the AAWI is to provide guidance and direction to the CEO of the Komen Foundation related to programs designed to reduce the disparities in morbidity and mortality of breast cancer in the African American community. This advisory committee will provide input and direction for breast cancer initiatives that are sponsored by the Komen Foundation and have an impact on the African American women throughout the country.

"The key to success is to design programs that reflect the needs of African American women and effectively communicate the life-saving message of early detection," said Brinker. "But we do not necessarily have to start from scratch, as there are Komen-funded programs out there that are successfully accomplishing this goal."



These programs include the Witness Project®, a national program that enlists African American breast cancer survivors to share their stories with other African American women where they feel most at ease with themselves, their local church. Another innovative program, the East-West Breast Express, educates women at public transportation sites in Atlanta, Georgia and Oakland, California. The Patient Navigator Program at Harlem Hospital Center in New York matches women up with patient advocates who navigate them through diagnosis to treatment and beyond.

The Komen Foundation has a history in breast health education and research targeted to African Americans. Some of the first funding that directly affected African Americans came in 1985 when the Foundation funded a clinic at Parkland Memorial Hospital in

Dallas. Efforts continued and beginning in 1995, the Foundation initiated national grant funding for population-specific projects. The focus of the program is to identify unique needs, trends and barriers among specific populations, including African Americans. In 1996, the Foundation began a collaboration with Celebrating Life to create a breast self-exam card specifically geared toward African Americans. In 1997, the Foundation developed guidelines for creating cancer education print materials for African Americans and provided nearly \$5 million in education and research grants targeting African Americans. Establishing the African American Women's Initiative was the next step in the Foundation's goal of improving breast health awareness among African Americans.

In 1999, the Foundation will also help to fund the annual conference of the Sister's Network®, the first national African American breast cancer survivors support organization. At the conference, leaders from church groups and civic organizations will be motivated and trained to implement breast cancer screening programs in their communities. 📌

## African American National Advisory Committee

Mary Lou Adams, Ph.D., RN, CS, FNP  
*Assistant Professor of Clinical Nursing*  
*University of Texas at Austin*

Yvedt L. Matory, MD, F.A.C.S.  
*Surgeon, Brigham & Women's Hospital*  
*Division of Surgical Oncology*

Harriett W. Clark, Esq.  
*Chair, Health Law Section*  
*National Bar Association*  
*Clark & Associates*

Sandra Millon-Underwood, Ph.D., RN, FAAN  
*Professor, University of Wisconsin — Milwaukee*  
*School of Nursing*

Sylvia Dunnivant  
*Executive Director*  
*Celebrating Life Foundation*

Selma Morris, M.Ed.  
*Director, Office of Research & Sponsored Programs*  
*Grady Health System*

Nadine Eads, MSN, FNP, CS  
*Community Outreach Director*  
*Washington Hospital Center*

Dean Radcliffe-Lynes  
*President*  
*D.R. Lynes, Inc.*

Joya R. Harris-Sherron  
*International Trends and Service Links, Inc. Renaissance Chapter*

Noma Roberson, Ph.D.  
*Director Community Intervention Research*  
*Roswell Park Cancer Institution*

Margo Aminah Harden  
*Public Education Team Manger*  
*ACS/BCCCEP*

Pearl Shelby  
*Founder/Facilitator*  
*Triangle Area African American Breast Cancer Support Group*

Eva Butler Hill, SW II  
*Community Outreach Specialist*  
*Martin County Health Department*

Theresa Teekah, MHA, RN, CHES  
*Coordinator, DCP*  
*Virginia Department of Health*

Claudia Himes, RN, BSN  
*Nurse Consultant*  
*Texas Department of Health, BCCCP*

Bonnie Wheatley, MPH  
*Project Director, Breast Cancer Early Detection Program*  
*Alameda County Medical Center*

Karen Jackson  
*National President/Founder*  
*Sisters Network, Inc.*

Mattye Willis  
*Deputy Director, The Witness Project National*  
*UAMS/Arkansas Cancer Research Center*

Barbara James, MPH  
*NHLBI Minority Programs Coordinator*  
*National Heart, Lung and Blood Institute*

## Biopsy Options

When a woman finds an unusual lump in her breast or a suspicious area on a mammogram is discovered, it may be necessary to have a biopsy. The purpose of a biopsy is to make an accurate diagnosis of the tissue by taking a sample of it to examine under a microscope. There are two main categories of biopsy methods: needle biopsies and open biopsies.



Needle biopsies are divided into fine needle aspiration (FNA) and core needle biopsy. The FNA is a nonsurgical procedure that involves inserting a thin hollow needle into the abnormal area and removing a sample of cells to be viewed under a microscope. The core needle biopsy is similar to the FNA but it uses a larger needle and removes samples of the tissue rather than cells. For lumps that cannot be felt, either a mammogram or ultrasound may be used to guide the needle. The major disadvantage of the FNA and core needle biopsy is that there may not be enough cells extracted for an accurate diagnosis. The advantages of the FNA and core needle biopsy are that they do not involve surgery, are quick, mildly uncomfortable, and inexpensive.

Open biopsies are divided into excisional biopsy and incisional biopsy. An excisional biopsy is also known as a lumpectomy. It involves removing the entire abnormal area and a layer of normal tissue surrounding it. This may be performed under local or general anesthetic. The disadvantages are that the procedure is expensive, more painful than others, and requires time to heal from surgery. The advantages are that it may be the only surgery needed to completely remove a tumor and it provides accurate information about the tumor. An incisional biopsy removes only part of the suspected area and is used in more advanced stages of breast cancer. Disadvantages are similar to those of the excisional biopsy; in addition, more surgery may be needed if breast cancer is diagnosed. The greatest advantage is that, like the excisional biopsy, it provides a great deal of information about the tumor.

The best biopsy option depends on several factors, including the size of the tumor, whether the tumor can be felt or is only visible through mammography, the location of the tumor, the woman's age, and her preferences. A woman should discuss these options with her physician to decide which biopsy is best for her. Women are encouraged to seek a second opinion to confirm a doctor's recommendation or provide a different point of view about possible options. 📌

## STAR Trial

The National Surgical Adjuvant Breast and Bowel Project (NSABP), a cooperative group that conducts clinical trials, will soon begin enrollment for its second major breast cancer prevention trial. The Study of Tamoxifen and Raloxifene (STAR) follows the FDA's approval of tamoxifen for the risk reduction of breast cancer, which was proven by the first breast cancer prevention trial. In that study, researchers found a 49% decrease in the incidence of invasive breast cancer in women at increased risk for the disease who took tamoxifen therapy in comparison to those who did not receive the drug. The Komen Foundation holds a seat on the STAR trial steering committee and helped with the recruitment of women in the tamoxifen prevention trial.

Exposure to estrogen is known to play a role in the development and growth of breast cancer. Tamoxifen and raloxifene are both SERMs — selective estrogen receptor modulators — a group of drugs that selectively blocks estrogen to certain tissues in the body. Tamoxifen has been widely used to treat breast cancer for over twenty years. Raloxifene is currently approved for prevention of osteoporosis, and during trials for osteoporosis, the drug appeared to reduce the incidence of breast cancer. STAR will examine whether raloxifene is effective in preventing breast cancer in women who have not had the disease and whether it offers any benefits over those obtained with tamoxifen.



STAR is a randomized, double blind study designed to include 22,000 postmenopausal women 35 or older who are at an increased risk for developing breast cancer. The "Gail Model" will be used to calculate each woman's risk. This model looks at risk factors such as family history of breast cancer, personal health history (diagnosis of atypical hyperplasia from breast biopsy), age when the woman delivered her first child, and age when the woman began menstruating.

Those who enroll will be randomly assigned to receive 20 mg of tamoxifen or 60 mg of raloxifene daily for five years. They will receive close follow-up examinations, including a mammogram, physical exam, and gynecologic exam on a regular basis, for at least seven years. NSABP has selected 193 institutions to participate in the trial, and an additional 200 are expected to be designated as satellites. It is anticipated that there will be active centers in 48 of the United States, 6 Canadian provinces, Puerto Rico and the District of Columbia. For more information about the trial, contact the NSABP by mail (NSABP, Box 21, Pittsburgh, PA 15261) or through the Internet ([www.nsabp.pitt.edu](http://www.nsabp.pitt.edu)).

## 2nd World Conference for Cancer Organizations

May 19-23, 1999 in Atlanta, Georgia

Cancer organizations throughout the world will be uniting with the private and public sectors at the 2nd World Conference for Cancer Organizations, "Shaping the Future," hosted by the American Cancer Society. Building on the success of the 1st World Conference held in Melbourne, Australia, in 1996, this conference will bring together volunteers and staff from community-based cancer control organizations representing more than 100 countries, including the International Union Against Cancer (IUCC), Association of American Cancer Institutes, Centers for Disease Control and Prevention, National Cancer Institute, Canadian Cancer Society, the Susan G. Komen Breast Cancer Foundation and the Leukemia Society of America. "Shaping the Future" will continue emphasizing the strong focus of sharing of best practices in the areas of cancer control programming and design, fundraising, human and financial resource management and community organization. The meeting will also help cancer organizations in less developed countries find ways to improve and expand their services and programs.

## Peggy Flemming Speaks Out for Breast Cancer Awareness with Samsung and Sprint PCS

Samsung and Sprint PCS joined forces to present a national campaign called "Speak Out for Breast Cancer Awareness" in the fall of 1998. Peggy Fleming, 1968 Olympic gold medalist and breast cancer survivor was the National spokesperson. During the months of September and October 1998, Samsung and Sprint PCS conducted a nationwide charitable giving program whereby each time a customer purchased a Samsung phone with Sprint PCS service, Samsung and Sprint PCS donated \$5 to the Komen Foundation with a guaranteed total donation of \$500,000. In addition, Samsung and Sprint PCS provided free phones and service to Komen Affiliates for specific needs that were identified in their communities to further the Foundation's mission.



## Cards for the Cure™! April 18th – May 2nd

The More Cards That Are Sold, The More Dollars That Can Be Raised!

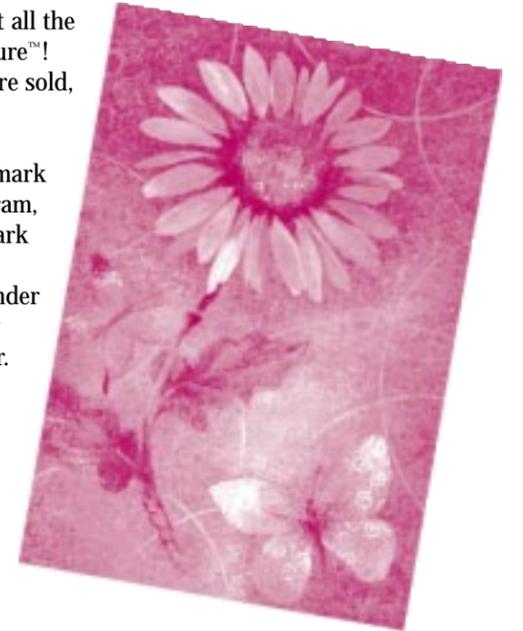
In the weeks leading up to Mother's Day, a time when everyone is thinking about all the women in their lives, Hallmark Gold Crown® stores will launch Cards for the Cure™! The goal is to raise over \$1 million April 18 – May 2, 1999. The more cards that are sold, the more dollars that can be raised!



Hallmark artist and breast cancer survivor Paula Krekovich.

For every Hallmark greeting card purchased at a Hallmark Gold Crown store during the Cards for the Cure program, consumers will receive a free specially designed Hallmark card. Designed by Hallmark artist Paula Krekovich, a breast cancer survivor, the card includes a caring reminder of the importance of yearly mammograms and monthly breast self-exams in the early detection of breast cancer.

"It may sound odd, given that I had breast cancer, but I've been very fortunate in my life," says Paula. "And I see this as a special opportunity to make a difference. I hope people will use the card to touch someone else, to show they care."



## The Ultimate Drive for the Susan G. Komen Breast Cancer Foundation

BMW of North America and the Susan G. Komen Breast Cancer Foundation have announced that they will once again join forces in The Ultimate Drive™! Last year more than 32,000 people participated in this nationwide program to raise \$1 million to further the Foundation's mission of eradicating breast cancer as a life-threatening disease. BMW donated \$1 for every mile test-driven on the cars, and they're doing it again! The 1999 program is scheduled to kick off this May in New York City. Two Caravans of specially marked BMW's will criss-cross the USA until October.

Please call 1-877-4-A-DRIVE (1-877-423-7483) to find out when one of the fleets will be in your area or to make a reservation to test-drive. If you are interested in volunteering for the Komen Foundation, please call 800-895-6636 or e-mail [lorr@komen.org](mailto:lorr@komen.org).



BMW's unique signature car, a 540i sport wagon, captures the spirit of the program. It's decorated with signatures of the thousands of people who helped in the fight against breast cancer by participating in the Ultimate Drive in 1998. The "Wall of Support" is comprised of statements and sentiments to raise awareness in the battle against breast cancer.

## Golf for Women Magazine Rally for a Cure™!

Sponsored by *Golf for Women Magazine*, Rally for a Cure carried the Komen Foundation message to over 90,000 women at some 1,600 golf and country clubs in 1998. Rallies were held in all 50 states and 5 foreign countries. While the primary objective of the Rally is one of awareness, significant funds have also been generated for the Komen Foundation. In 1998 alone, over half a million dollars of much needed research funds were raised through Rally for a Cure events. Support for Rally for a Cure and its mission has grown since its inception in 1996 when 356 clubs participated. Our goal for the 1999 year is to enlist the participation of 2,000 golf and country clubs. The listing of Rally events can be found on the Komen Foundation's website calendar. If you are interested in scheduling a Rally event, call 1-800-327-6611. 



### Thank You Dr. Witkin

The Komen Foundation would like to thank Karen Becker Witkin, Ph.D., for her generous donation of her time and her talents. Dr. Witkin has graciously researched and provided valuable information on timely issues such as prophylactic mastectomy, risk factors, new treatments and basic research. We are grateful for her expertise and her assistance. 

## Prune Your Risk!

This spring, the California Prune Board (CPB) continues its "Prune the Risk Campaign" where a percentage of sales up to \$100,000 will be donated to the Komen Foundation. As part of the program, the CPB has incorporated in-store promotions. Timed with breast cancer awareness month, retail events kicked-off in October 1998 in Richmond, Virginia, Chicago, Atlanta and Dallas. The CPB will continue the promotions this spring, partnering with retailers in seven markets where they will have retail displays, product sampling and breast health information.

Breast cancer survivor Marcia Wallace, the voice of Mrs. Krabapple on "The Simpsons" and Bob Newhart's beloved secretary, Carol, on "The Bob Newhart Show," will continue as the CPB spokesperson. In addition to her appearances at retail events and local media interviews, Ms. Wallace will share her story about her battle with breast cancer. 

## LPGA Golf Clinics

The LPGA Golf Clinics for Women are a series of one-day golf clinics designed specifically for women held across the country. The clinics educate women on the importance of early detection and raise funds for the Komen Foundation through a silent auction that is held throughout the day at each event. The clinics are suited for golfers of all skills, and attendees are matched with players of similar ability to make the learning experience both comfortable and challenging. Players receive instruction, including full swing, putting, and short game; on-course playing lessons; and an exhibition by an LPGA touring professional. 



### Following is the 1999 schedule:

<b>Los Angeles, CA</b> March 29, 1999 Calabasas Country Club	<b>Boston, MA</b> July 12, 1999 Spring Valley Country Club
<b>Dallas, TX</b> April 5, 1999 Gleneagles Country Club	<b>Providence, RI</b> July 19, 1999 Kirkbrae Country Club
<b>St. Louis, MO</b> April 12, 1999 Forest Hills Country Club	<b>Cleveland, OH</b> July 26, 1999 Hawthorne Valley Country Club
<b>Silver Spring, MD</b> April 26, 1999 Argyle Country Club	<b>Brighton, MI</b> August 2, 1999 Oak Pointe Country Club
<b>Minneapolis, MN</b> May 24, 1999 The Minikahda Club	<b>Jamesburg, NJ</b> August 10, 1999 Forsgate Country Club
<b>Chicago, IL</b> June 1, 1999 White Eagle Country Club	<b>White Plains, NY</b> August 16, 1999 Elmwood Country Club
<b>Denver, CO</b> June 7, 1999 Meridian Country Club	<b>Menlo Park, CA</b> August 23, 1999 Sharon Heights Country Club

## Memories, Milestones & Miracles



Goldsmith Seeds, in conjunction with *Ladies' Home Journal*, is proud to announce its second nation-wide cause-related marketing program to benefit the Komen Foundation, Memories, Milestones & Miracles. The specially created flower collection features three shades of pink "Accent" impatiens.

Memories, Milestones & Miracles will run through out the Spring of 1999 at participating garden centers nationwide with 10% of proceeds from the sale of the impatiens being donated to Komen. The program raised approximately \$133,000 in 1998. For a listing of participating garden centers, please see the June 1999 issue of *Ladies' Home Journal*. 

## Ford Credit Awards Red Carpet Lease to Sweepstakes Winner

In conjunction with the 1998 Susan G. Komen Breast Cancer Foundation's Race for the Cure® campaign, Ford Credit held a nationwide sweepstakes for a 24-month Red Carpet Lease.

Nearly 45,000 Komen Race for the Cure® participants nationwide registered to win the Red Carpet Lease Sweepstakes. The winner, Jennifer Fawley of Atlanta, received a 24-month Red Carpet Lease on the Ford, Lincoln, or Mercury vehicle of her choice. Fawley chose a 1999 Eddie Bauer Ford Explorer. The vehicle was presented to her by Ford Credit's Atlanta North Branch manager Gary Birdsong on December 21, 1998.



Jennifer Fawley of Atlanta – winner of the Ford Credit Red Carpet Lease Sweepstakes.

For the 1999 Race for the Cure season, Ford Credit will again offer participants a chance to win a 24-month Red Carpet Lease. Entry forms and details about the Red Carpet Lease Sweepstakes will be available at the Ford Force tent at Komen Race for the Cure® events nationwide. 

## Komen Website Continues to Win Praise and Adds Affiliate Feature

The Komen Foundation has three websites which share a pool of data, enabling users to come in through whichever site suits their needs, while providing seamless access to the other sites.

Since our launch of these sites in September 1997, reviewers and users alike have strongly supported our efforts. In October 1998, *USA Today* named [www.komen.org](http://www.komen.org) "Hot Site of the Day," and [www.breastcancerinfo.com](http://www.breastcancerinfo.com) was chosen as "Times Pick" by the *Los Angeles Times*. Also, [www.breastcancerinfo.com](http://www.breastcancerinfo.com) received the 1998 Aesculapius Award of Excellence by the Health Improvement Institute for excellence in communicating health information to the public.

This year, the Komen website will add a new program which allows each of our 106 Affiliates to manage their own page on our website. The program, Ambient Publishing System, installed by our website development company, WaveBase 9, empowers the Komen Affiliates to easily post news and event information without having to know website programming or relying on an outside party. Visit our website in the upcoming months to view the Affiliate pages! 



[www.breastcancerinfo.com](http://www.breastcancerinfo.com)



[www.komen.org](http://www.komen.org)



[www.raceforthe cure.com](http://www.raceforthe cure.com)

# The Susan G. Komen Breast Cancer Foundation Announces the addition of **3 NEW BOARD MEMBERS**

**Deborah Belfatto, Dr. LaSalle D. Leffall, Jr., and Wayne Young join National Foundation's Board of Directors**

The Susan G. Komen Breast Cancer Foundation, credited as the nation's leading catalyst in the fight against breast cancer, has added three new members to its 1999 Board of Directors. Deborah Belfatto, Dr. LaSalle D. Leffall, Jr., and Wayne Young will join the six existing board members. Recognized as the nation's most progressive grass-roots organization in breast cancer today, the Komen Foundation's Affiliate network has more than 30,000 volunteers in 105 communities across the United States.



**Deborah Belfatto**

In addition to her role as a board member, Deborah Belfatto is currently the executive director of the North Jersey Affiliate of the Susan G. Komen Breast Cancer Foundation, based in Summit, New Jersey. An 11-year survivor, Belfatto founded the North Jersey Affiliate in June 1997. Belfatto is the former events chair for several not-for-profit organizations in her community. A graduate of Cabrini College in Radnor, Pennsylvania, Belfatto is the previous owner of her own children's specialty store.

**Dr. LaSalle D. Leffall, Jr.**

LaSalle D. Leffall, Jr., M.D., the Charles R. Drew Professor of Surgery, Howard University College of Medicine, Washington D.C., is a surgeon, oncologist, medical educator and leader in professional and civic organizations. Leffall has held numerous leadership positions with some of the country's leading cancer organizations, including president of the American Cancer Society and president of the Society of Surgical Oncology. A graduate of Florida A&M University, Leffall received his medical degree from the Howard University College of Medicine.

**Wayne Young**

Wayne Young is the director of transportation for McElroy Metal Mill, Inc., in Marshall, Michigan. As 1999 Komen Southwest Michigan Race for the Cure® Chair, Young also serves as a board member for the local Southwest Michigan Affiliate of the Komen Foundation. He is also president of Battle Creek Road Runners, a local running club. A graduate of the U. S. Military Academy at West Point, Young served as a U.S. Infantry Officer for more than five years.

"We are so excited to welcome three new board members with varied backgrounds," said Linda Kay Peterson, chairman of the board of the Komen Foundation. "Each brings diverse expertise to the Komen Foundation, representative of our various constituents. This expertise is invaluable to us as we continue to lead the fight against breast cancer."

In addition to Belfatto, Leffall and Young, the 1999 board includes Ruth Altshuler, Nancy Brinker, Norman Brinker, Linda Custard, Linda Kay Peterson and Robert Taylor. ♡

# Capturing the Spirit of the Komen Foundation on Film

The Komen Foundation is pleased to announce the completion of its first film! Cronin & Company, Inc. produced the 10 minute short film, which captures the spirit of the Foundation and its mission. The film features Nancy Brinker and her mother, Ellie Goodman; Dr. Vicky Seewaldt, a Komen grant recipient; Melba Tolliver, a Komen Affiliate volunteer; and Diana Agustus, a breast cancer survivor. The footage taken for the film was so moving, four 10-second public service announcements were also created. In addition to these, the Komen Foundation has two additional public service announcements created by Derek Walker that are aimed at increasing awareness of the importance of early detection among men. ♡

need a filler article

## We're Fighting Breast Cancer the Best Way We Know How, Together.

I would like to help fight and defeat breast cancer by supporting the Komen Foundation's research, education, screening and treatment efforts.

**Order Form:**  
**Proceeds from the sales of these items will help fund our fight against breast cancer:**

ITEM (PRICE INCLUDES APPLICABLE SALES TAX)	PRICE	QUANTITY	TOTAL
Komen Race for the Cure® Sweatshirt <input type="checkbox"/> large <input type="checkbox"/> x-large	\$20.00		
Komen Race for the Cure® Black Tote Bag	\$15.00		
Komen Race for the Cure® Shoe Laces	\$ 5.00		
Komen Race for the Cure® Pink Ribbon Socks	\$ 5.50		
Breast Cancer Awareness Pin	\$10.00		
CD — <i>Friends for Life</i>	\$10.00		
<i>Please add \$3.50 per order for shipping/handling</i>			
<b>TOTAL</b>			

Enclosed, please find a check made payable to:  
 The Susan G. Komen Breast Cancer Foundation

Please charge my:  Visa  MasterCard  American Express  
 (If charging, you may make your donation or place your order by calling 877.SGK.SHOP)

Acct# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please mail order form to:

 The Susan G. Komen Breast Cancer Foundation  
 Distribution Center  
 520 N. Wildwood  
 Irving, TX 75061  
 Fax: 972.579.7609





The Susan G. Komen  
Breast Cancer Foundation

National Headquarters  
5005 LBJ Freeway, Suite 250  
Dallas, Texas 75244  
Tel: 972.855.1600 Fax: 972.855.1605  
www.breastcancerinfo.com  
1.800 I'M AWARE

ADDRESS SERVICE REQUESTED

Non Profit Org.  
Bulk Rate  
U.S. Postage  
PAID  
The Susan G. Komen  
Breast Cancer Foundation

## Lee National Denim Day™

Thank you for helping to make the 1998 Lee National Denim Day™ a huge success! Once again the Lee Company met and surpassed their goal. With more than 17,000 companies and 1,000,000 employees, over \$5,500,000 was raised for breast cancer research, education, screening and treatment! ! ! !

The Lee Company invites you and your friends to join the thousand of other individuals in the fight against breast cancer by wearing denim to work in exchange for a \$5 donation to the Komen Foundation. For more information on Lee National Denim Day, call 1-800-688-8508.



The Susan G. Komen  
Breast Cancer Foundation

**T**he Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. The Foundation is a national organization with a network of volunteers working through local affiliates across the country, fighting to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

The Foundation runs one of the country's most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and affiliates fund innovative breast cancer education, screening and treatment projects for the medically underserved.

### frontline newsletter

*Founding Chairman* .....Nancy Brinker  
*Chairman of the Board* .....Linda Kay Peterson  
*Chief Executive Officer* .....Susan Braun  
*Editor* .....Emily Downward, CHES